



WBNS-TV, Inc.  
DEPT L-1133  
COLUMBUS, OH 43260-1133

GMMB  
1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

### Contract # 102348

**Schedule Dates** 09/04/12-09/17/12  
**Advertiser** Obama for America (6765)  
**Agency** GMMB (4408)  
**Product** Political/Candidate (1161)  
**Brand** political candidate (1775)  
**Salesperson** Philadelphia Office, Philly (1680)  
**Sales Office** Eagle Television/Philadelphia Office  
**Buyer Name** KAUFMA, MEREDITH  
**Phone/Fax** /  
**CPE** 95/101/1687/SKED C  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** OBAMA/P/D SKED C  
OBAMA FOR AMERICA SKED C

**Date Entered** 08/29/12  
**Last Modified** 09/12/12  
**Entered By** Kathy Sparks  
**CO-OP** No  
**Headline #** ECR07900984  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,580.00  
**Net Total** \$14,620.00  
**Sales Tax**

### WBNS-TV (WBNS)

By Broadcast Month	Spots	Rate
Sep. 2012	41	\$17,200.00
<b>Grand Total:</b>	<b>41</b>	<b>\$17,200.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/04/12-09/06/12	5	:30	5A- 5:55A (EST)	1		X	X	X				1	\$150.00	\$150.00	WBNS-TV (WBNS)	NEWS	8/29/12
2.0	Normal Line / SPOT	09/10/12-09/10/12	5	:30	5:57A- 7A (EST)	1	X							1	\$350.00	\$350.00	WBNS-TV (WBNS)	6AM NEWS	8/29/12
3.0	Normal Line / SPOT	09/04/12-09/06/12	5	:30	7A- 8A (EST)	3		X	X	X				3	\$375.00	\$1,125.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 7AM	8/29/12
4.0	Normal Line / SPOT	09/04/12-09/06/12	5	:30	8A- 8:55A (EST)	3		X	X	X				3	\$150.00	\$450.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 8AM	8/29/12
5.0	Normal Line / SPOT	09/04/12-09/06/12	5	:30	9:58A- 10:55A (EST)	3		X	X	X				3	\$250.00	\$750.00	WBNS-TV (WBNS)	DEAL	8/29/12
6.0	Normal Line / SPOT	09/04/12-09/06/12	5	:30	10:58A- 11:57A (EST)	3		X	X	X				2	\$225.00	\$450.00	WBNS-TV (WBNS)	TPIR	8/29/12
6.0.1	Closed Preempt	09/04/12															WBNS-TV (WBNS)	No Avail/Exception - OBAMA IN EVERY BRK	
7.0	Normal Line / SPOT	09/04/12-09/06/12	5	:30	11:58A- 12:30P (EST)	1		X	X	X				1	\$275.00	\$275.00	WBNS-TV (WBNS)	NEWS	8/29/12
8.0	Normal Line / SPOT	09/04/12-09/06/12	5	:30	12:30P- 2P (EST)	1		X	X	X				1	\$275.00	\$275.00	WBNS-TV (WBNS)	SOAPS	8/29/12
9.0	Normal Line / SPOT	09/04/12-09/06/12	5	:30	2P- 3P (EST)	3		X	X	X				3	\$175.00	\$525.00	WBNS-TV (WBNS)	TALK	8/29/12
10.0	Normal Line / SPOT	09/04/12-09/06/12	5	:30	3P- 3:55P (EST)	3		X	X	X				3	\$175.00	\$525.00	WBNS-TV (WBNS)	DR PHIL	8/29/12
11.0	Normal Line / SPOT	09/04/12-09/06/12	5	:30	3:58P- 5P (EST)	3		X	X	X				3	\$175.00	\$525.00	WBNS-TV (WBNS)	DR OZ	8/29/12
12.0	Normal Line / SPOT	09/07/12-09/07/12	5	:30	6:58P- 7:30P (EST)	1					X			1	\$750.00	\$750.00	WBNS-TV (WBNS)	JEOPARDY	8/29/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected."



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**Brand** political candidate (1775)  
**Salesperson** Philadelphia Office, Philly (1680)  
**Sales Office** Eagle Television/Philadelphia Office  
**Buyer Name** KAUFMA, MEREDITH  
**Phone/Fax** /  
**CPE** 95/101/1687/SKED C  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** OBAMA/P/D SKED C  
OBAMA FOR AMERICA SKED C

**Date Entered** 08/29/12  
**Last Modified** 09/12/12  
**Entered By** Kathy Sparks  
**CO-OP** No  
**Headline #** ECR07900984  
**Demo**  
**Order Type** Normal  
**Package Deal**  
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13.0	Normal Line / SPOT	09/04/12-09/06/12	5	:30	7:30P- 7:57P (EST)	2		X	X	X				2	\$500.00	\$1,000.00	WBNS-TV (WBNS)	WHEEL	8/29/12
14.0	Normal Line / SPOT	09/08/12-09/08/12	5	:30	6:57A- 9A (EST)	1						X		1	\$250.00	\$250.00	WBNS-TV (WBNS)	CBS THIS MORNING SATURDAY	8/29/12
15.0	Normal Line / SPOT	09/09/12-09/09/12	5	:30	8:58A- 10:30A (EST)	1						X			\$325.00		WBNS-TV (WBNS)	SUNDAY MORNING	8/29/12
15.0.1	Closed Preempt	09/09/12															WBNS-TV (WBNS)	Political/Spot -1200	
16.0	Normal Line / SPOT	09/10/12-09/10/12	5	:30	7:57P- 9P (EST)	1	X							1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	HOW I MET YOUR MOTHER/CBS FALL PREVIEW SHOW	8/29/12
17.0	Normal Line / SPOT	09/10/12-09/10/12	5	:30	8:58P- 10P (EST)	1	X							1	\$2,000.00	\$2,000.00	WBNS-TV (WBNS)	2 BROKE GIRLS/MIKE	8/29/12
18.0	Normal Line / SPOT	09/05/12-09/05/12	5	:30	7:57P- 9P (EST)	1			X					1	\$2,000.00	\$2,000.00	WBNS-TV (WBNS)	BIG BROTHER	8/29/12
19.0	Normal Line / SPOT	09/06/12-09/06/12	5	:30	9P- 10P (EST)	1				X				1	\$1,900.00	\$1,900.00	WBNS-TV (WBNS)	BIG BROTHER	8/29/12
20.0	Normal Line / SPOT	09/07/12-09/07/12	5	:30	7A- 8A (EST)	1					X				\$375.00		WBNS-TV (WBNS)	CBS THIS MORNING AT 7AM	8/29/12
20.0.1	Closed Preempt	09/07/12															WBNS-TV (WBNS)	Political/Spot -1200	
21.0	Normal Line / SPOT	09/07/12-09/07/12	5	:30	8A- 8:55A (EST)	1					X			1	\$150.00	\$150.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 8AM	8/29/12

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
22.0	Normal Line / SPOT	09/07/12-09/07/12	5	:30	11:58A- 12:30P (EST)	1					X			1	\$275.00	\$275.00	WBNS-TV (WBNS)	NOON NEWS	8/29/12
23.0	Normal Line / SPOT	09/10/12-09/10/12	5	:30	11:58A- 12:30P (EST)	1	X							1	\$275.00	\$275.00	WBNS-TV (WBNS)	NOON NEWS	8/29/12
24.0	Normal Line / SPOT	09/07/12-09/07/12	5	:30	12:30P- 2P (EST)	1					X				\$275.00		WBNS-TV (WBNS)	SOAP ROTATION	8/29/12
24.0.1	Closed Preempt	09/07/12															WBNS-TV (WBNS)	Schedule Change/Spot -US OPEN	
25.0	Normal Line / SPOT	09/10/12-09/10/12	5	:30	12:30P- 2P (EST)	1	X							1	\$275.00	\$275.00	WBNS-TV (WBNS)	SOAP ROTATION	8/29/12
26.0	Normal Line / SPOT	09/10/12-09/10/12	5	:30	6:58P- 7:30P (EST)	1	X								\$750.00		WBNS-TV (WBNS)	JEOPARDY	8/29/12
26.0.1	Closed Preempt	09/10/12															WBNS-TV (WBNS)	Sports Runover/Spot - Tennis	
27.0	Normal Line / SPOT	09/04/12-09/06/12	5	:30	8:58A- 9:55A (EST)	3		X	X	X				3	\$175.00	\$525.00	WBNS-TV (WBNS)	KELLY	8/30/12
28.0	M/G For 6.0.1,24.0.1 / SPOT	09/10/12-09/10/12	5	:30	7:30P- 7:57P (EST)	1	X								\$500.00		WBNS-TV (WBNS)	WHEEL OF FORTUNE	8/30/12
28.0.1	Closed Preempt	09/10/12															WBNS-TV (WBNS)	Sports Runover/Spot - Tennis	
29.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	2P- 3P (EST)	1				X				1	\$400.00	\$400.00	WBNS-TV (WBNS)	THE TALK	9/12/12
30.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	12:30P- 2P (EST)	1	X							1	\$800.00	\$800.00	WBNS-TV (WBNS)	SOAP ROTATION	9/12/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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